

### **Amendments to the Claims:**

*This listing of claims will replace all prior versions, and listings, of claims in the application:*

1. (Currently Amended) A method for constructing a satisfaction prediction model for motor vehicle buyers, the method comprising:

presenting a buyer satisfaction survey to at least a portion of a buyer base for one or more motor vehicles;

for each buyer that completes the survey, joining the buyer's survey response data with the buyer's transactional and warranty claim data to create an aggregate of buyer satisfaction for the portion of the buyer base that completed the survey; [[and]]

constructing a satisfaction prediction model for at least one motor vehicle buyer that has not completed the survey based on the aggregate of buyer satisfaction; and

utilizing the satisfaction prediction model to calculate and output a prediction of buyer satisfaction for a motor vehicle.

2. (Canceled)

3. (Original) The method of claim 1 additionally comprising predicting consumer behavior for a potential motor vehicle buyer.

4. (Original) The method of claim 1 wherein a machine learning method is implemented to construct the buyer satisfaction prediction model.

5. (Original) The method of claim 4 wherein the machine learning method is a decision tree.

6. (Original) The method of claim 5 wherein recursive modeling is implemented to implement the decision tree.

7. (Original) The method of claim 4 wherein the machine learning method is a neural network.

8. (Original) The method of claim 4 wherein the machine learning method is logistic regression.

9. (Original) The method of claim 1 additionally comprising identifying and ranking a set of independent variables based on the aggregate of buyer satisfaction.

10. (Currently amended.) A computer-implemented method for modeling motor vehicle buyer satisfaction, the method comprising:

receiving input data including survey data, purchase data and warranty claim data;

processing the input data; and

outputting a prediction of motor vehicle buyer satisfaction for a buyer that has not completed a survey based on the processed input data.

11. (Original.) The method of claim 10 wherein machine learning is implemented to process the input data.

12. (Currently amended) A method for constructing a satisfaction prediction model for motor vehicle buyers, the method comprising:

presenting a buyer satisfaction survey to at least a portion of a buyer base for one or more motor vehicles;

a step for creating an aggregate of buyer satisfaction based on the buyer's survey response data, transactional data, and warranty claim data; [[and]]

a step for constructing a satisfaction [[predicate]] prediction model for at least one motor vehicle buyer that has not completed the survey based on the aggregate of buyer satisfaction; and

a step for utilizing the satisfaction prediction model to calculate and output a prediction of buyer satisfaction for a motor vehicle.

13. (Original) The method of claim 12 wherein a machine learning method is implemented to construct the buyer satisfaction prediction model.

14. (Original) The method of claim 12 wherein the machine learning method is a decision tree.

15. (Original) The method of claim 14 wherein recursive modeling is implemented to implement the decision tree.

16. (Original) The method of claim 12 wherein the machine learning method is a neural network.

17. (Original) The method of claim 12 wherein the machine learning method is logistic regression.

18. (Original) The method of claim 12 additionally comprising identifying and ranking a set of independent variables based on the aggregate of buyer satisfaction.